

ORDER



Orders
Order / Rev: 724423
Alt Order #: 06391367
Product Desc: AMERICAN COMMITMENT
Estimate: 595
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: American Commitment
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	46	\$53,850.00	\$45,772.50
10/29/12	10/30/12	25	\$26,400.00	\$22,440.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	46	\$53,850.00	\$45,772.50	0.00
November 2012	25	\$26,400.00	\$22,440.00	0.00
Totals	71	\$80,250.00	\$68,212.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/24/12	10/26/12	M-F 6-7a 12 News Today	CM	6-7a	--WTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$800.00		0.00			
2	KPNX	10/24/12	10/26/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$1,000.00		0.00			
3	KPNX	10/24/12	10/26/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--WTF--	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$500.00		0.00			
4	KPNX	10/24/12	10/26/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	--WTF--	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$300.00		0.00			
5	KPNX	10/24/12	10/25/12	M-F 3-4p Ellen	CM	3-4p	--WT---	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WT---		2				\$700.00		0.00			
6	KPNX	10/24/12	10/26/12	M-F 4-5p 12 News EVB	CM	4-5p	--WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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6	KPNX	10/24/12	10/26/12	M-F 4-5p 12 News EVB	CM	4-5p	-- WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-- WTF--		3				\$600.00		0.00			
7	KPNX	10/24/12	10/26/12	M-F 5-530p M-F 5-530p	CM	5-530p	-- WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-- WTF--		3				\$1,000.00		0.00			
8	KPNX	10/24/12	10/26/12	M-F 6-630p 12 News 6pm	CM	6-630p	-- WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-- WTF--		3				\$1,500.00		0.00			
10	KPNX	10/24/12	10/26/12	Tonight Show Tonight Show	CM	1035-1135p	-- WTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-- WTF--		3				\$1,400.00		0.00			
11	KPNX	10/24/12	10/26/12	M-F 5-530a 12 News Today	CM	5-530a	-- WTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-- WTF--		3				\$250.00		0.00			
12	KPNX	10/24/12	10/28/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	-- WTFSS	:30	5	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-- WTFSS		5				\$2,500.00		0.00			
13	KPNX	10/26/12	10/26/12	Fri Prime A Mockingbird Lane	CM	658-8p	---- F--	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---- F--		1				\$2,500.00		0.00			
14	KPNX	10/27/12	10/27/12	SAT TDY NBC Today Show	CM	Saturday Today	----- S-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----- S-		2				\$500.00		0.00			
15	KPNX	10/27/12	10/27/12	Notre Dame Football Notre Dame Football	CM	Various	----- S-	:30	1	\$1,000.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----- S-		1				\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KPNX	10/22/12-10/28/12	Notre Dame Football		Various	----- Sa--	:30		(\$1,000.00)		0.00	NM		
	Credited [mg line 35]														
16	KPNX	10/27/12	10/27/12	Chris Matthews Chris Matthews	CM	Various	----- S-	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----- S-		1				\$700.00		0.00			
17	KPNX	10/27/12	10/27/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	----- S-	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----- S-		1				\$700.00		0.00			
18	KPNX	10/27/12	10/27/12	Sat Prime B Chicago Fire	CM	8-9p	----- S-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----- S-		1				\$1,500.00		0.00			
19	KPNX	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	5-9a	----- S	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----- S		1				\$500.00		0.00			
20	KPNX	10/28/12	10/28/12	Sun 8-10a 12 News Sun Today	CM	Various	----- S	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00

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2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					2	\$500.00		0.00			
21	KPNX	10/29/12	10/30/12	M-F 6-7a 12 News Today	CM	6-7a	MT-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$800.00		0.00			
22	KPNX	10/29/12	10/30/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$1,000.00		0.00			
23	KPNX	10/29/12	10/30/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MT-----	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$500.00		0.00			
24	KPNX	10/29/12	10/30/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MT-----	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$300.00		0.00			
25	KPNX	10/29/12	10/29/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----					1	\$700.00		0.00			
26	KPNX	10/29/12	10/30/12	M-F 4-5p 12 News EVB	CM	4-5p	MT-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$600.00		0.00			
27	KPNX	10/29/12	10/30/12	M-F 5-530p M-F 5-530p	CM	5-530p	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$1,000.00		0.00			
28	KPNX	10/29/12	10/30/12	M-F 6-630p 12 News 6pm	CM	6-630p	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$1,500.00		0.00			
29	KPNX	10/29/12	10/30/12	M-F 630-7p Extra	CM	630-7p	MT-----	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					4	\$1,500.00		0.00			
30	KPNX	10/29/12	10/30/12	Tonight Show Tonight Show	CM	1035-1135p (10:35 PM-11:35 PM)	MT-----	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$1,400.00		0.00			
31	KPNX	10/29/12	10/30/12	M-F 5-530a 12 News Today	CM	5-530a	MT-----	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$250.00		0.00			
32	KPNX	10/29/12	10/30/12	M-F 10p News M-F 10pm News	CM	10-1035p	MT-----	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----					2	\$2,500.00		0.00			
33	KPNX	10/28/12	10/28/12	Local Prime Special CONNECTING ARIZONA	CM	9-10P (9:00 PM-10:00 PM)	-----S	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$4,000.00		0.00			
34	KPNX	10/28/12	10/28/12	Meet The Press Meet The Press	CM	7-8a	-----S	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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34	KPNX	10/28/12	10/28/12	Meet The Press Meet The Press	CM	7-8a	-----S	:30	1	\$5,000.00	P-1	0.00 NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$5,000.00 0.00														
35	KPNX	10/26/12	10/26/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	----F--	:30	1	\$1,000.00	P-1	0.00 NM	1	\$1,000.00
mg for 1x pe 10/27 NDF d/t no game. <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$1,000.00 0.00														
Totals													71	\$80,250.00

*Tax 1 Note: Tax 0.5%.